



## **ORDER**

## Flight Dates 10/16/12-10/22/12

Order Sep 00:20:00

Product Estimate # 1875

Contract / Revision 313120 / Carmona for Arizona Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

09/27/12 09/28/12 Billing Contact Order Type GENERAL

Advertiser Carmona / Democrat / US Se Billing Cycle EOM/EOC

**1010 Wisconsin Avenue - Suite #80** Billing Calendar BROADCAST

Washington, DC 20007 Demographic A25-54

Agency GMMB Inc Rev Codes POL POL CAND

Buying Contact

Salas Office Swop On State Office Buying Contact

Sales Office EWSDC Product Codes PL

Sales Region NAT Priority P-1

1010 Wisconsin Avenue - Suite #80

Washington, DC 20007

Agency Ref 2

Advertiser Ref

## Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

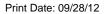
Order Share 16% Market Value 279218

Competing Station	on % of Order	Amount
CABLE	%	0
KASW	2%	5584
KDRX	%	0
KPHO	20%	55843
KPNX	23%	64220
KPPX	%	0
KSAZ	23%	64220
KTVK	15%	41882
KTVW	%	0
KUSK	%	0
KUTP	1%	2792
UNKWN	%	0

Order Totals Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount G	Fross Amount
October 2012	95	\$37,973.75	\$44,675.00	0.00	10/01/12	10/26/12	95	\$37,973.75	\$44,675.00
Totals	95	\$37,973.75	\$44,675.00	0.00					

									Tota	ıls
Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KNXV 10/16/12 10/19/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	- TWГF	:30	4	\$75.00 P-6	0.00 NM	4	\$300.00
Start Date         End Date           Week: 10/15/12         10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	<u>Rate</u> \$75.00	Rating 0.00						
E 2 KNXV 10/22/12 10/22/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	M	:30	1	\$75.00 P-6	0.00 NM	1	\$75.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u> 10/28/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$75.00	Rating 0.00						
E 3 KNXV 10/16/12 10/19/12		CM	6am-7am	- TWTF	:30	4	\$150.00 P-6	0.00 NM	4	\$600.00

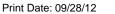






<u>Original Date / Revision</u> 09/27/12/ 09/28/12 <u>Order Sep</u> 00:20:00

										Tota	als_
Ln Ch Start	End	Inventory Code M-F 6-7am	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
		M-F 6-7am								•	
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	Rate \$150.00	Rating 0.00						
E 4 KNXV 10/22/		M-F 6-7am	CM	6am-7am	M	:30	1	\$150.00 P-6	0.00 NM	1	\$150.00
Start Data	End Data	M-F 6-7am	Cnoto/Mook	Doto	Dating						
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 5 KNXV 10/16/	12 10/19/12	M-F 7-9am M-F 7-9am	СМ	7am-9am	- TWTF	:30	4	\$150.00 P-6	0.00 NM	4	\$600.00
Start Date	End Date	Weekdays - TWTF	Spots/Week	Rate	Rating						
Week: 10/15/12 E 6 KNXV 10/22/	10/21/12	M-F 7-9am	CM	\$150.00 7am-9am	0.00 M	:30	1	\$150.00 P-6	0.00 NM	1	\$150.00
		M-F 7-9am						************			***********
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 7 KNXV 10/20/	12 10/20/12	Sa 6-7am GMA Sa 6-7am Good I	CM	6am-7am	S-	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	S-	1	\$100.00	0.00			*			
E 8 KNXV 10/21/	/12 10/21/12	Su 6-7am GMA Su 6-7am Good I	CM Morning <i>i</i>	6am-7am	S	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
E 9 KNXV 10/21/	12 10/21/12	Su 8-9am ABC This Week	CM	8-9am	S	:30	2	\$350.00 P-3	0.00 NM	2	\$700.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays S	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
E 10 KNXV 10/16/	12 10/19/12	M-F 9am-10am Sonoran Living	СМ	9am-10am	- TWTF	:30	4	\$75.00 P-6	0.00 NM	4	\$300.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	<u>Rate</u> \$75.00	Rating 0.00						
E 11 KNXV 10/22/	12 10/22/12	M-F 9am-10am Sonoran Living	СМ	9am-10am	M	:30	1	\$75.00 P-6	0.00 NM	1	\$75.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week	<u>Rate</u> \$75.00	Rating 0.00						
E 12 KNXV 10/16/		M-F 10am-11am The View	СМ	10am-11am	- TWTF	:30	4	\$450.00 P-3	0.00 NM	4	\$1,800.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	Rate \$450.00	Rating 0.00						
E 13 KNXV 10/22/		M-F 10am-11am	CM	10am-11am	M	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
Start Date	End Date	The View Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	M	<u> </u>	\$450.00	0.00						
E14 KNXV 10/16/	12 10/19/12	M-F 11am-12pm ABC15 News at	CM 11AM	11am-12pm	- TWTF	:30	4	\$100.00 P-6	0.00 NM	4	\$400.00
Start Date	End Date	<u>Weekdays</u> - TWTF	Spots/Week	Rate	Rating						
Week: 10/15/12 E15 KNXV 10/22/	10/21/12 /12 10/22/12		CM	\$100.00 11am-12pm	0.00 M	:30	1	\$100.00 P-6	0.00 NM	1	\$100.00
Start Date	End Date	ABC15 News at 1		Rate	Rating						
<u> </u>					<u></u>				•	-	







<u>Original Date / Revision</u> 09/27/12/ 09/28/12 <u>Order Sep</u> 00:20:00

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	art End	Inventory Code	Break	Start/End Ti		Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E15 KNXV 10/	22/12 10/22/12	M-F 11am-12pm ABC15 News at 1	CM 11AM	11am-12pm	M	:30	1	\$100.00 P-6	0.00 NM	1	\$100.00
Start Da Week: 10/22/1		Weekdays M	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
E16 KNXV 10/	16/12 10/19/12	M-F 2pm-3pm General Hospital	СМ	2pm-3pm	- TWГF	:30	4	\$250.00 P-3	0.00 NM	4	\$1,000.00
Start Da Week: 10/15/1		Weekdays - TWFF	Spots/Week 4	<u>Rate</u> \$250.00	Rating 0.00						
E 17 KNXV 10/		M-F 2pm-3pm General Hospital	СМ	2pm-3pm	M	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
Start Da Week: 10/22/1		Weekdays M	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00						
E 18 KNXV 10/		M-F 430pm-5pm M-F 430pm-5pm		430pm-5pm	- TWГF	:30	4	\$225.00 P-6	0.00 NM	4	\$900.00
Start Da Week: 10/15/1		Weekdays - TWTF	Spots/Week 4	<u>Rate</u> \$225.00	Rating 0.00						
E 19 KNXV 10/	22/12 10/22/12	M-F 430pm-5pm M-F 430pm-5pm		430pm-5pm	M	:30	1	\$225.00 P-6	0.00 NM	1	\$225.00
Start Da Week: 10/22/1		Weekdays M	Spots/Week	Rate \$225.00	Rating 0.00						
E 20 KNXV 10/	16/12 10/19/12	M-F 4pm-430pm 4PM News	СМ	4pm-430pm	- TWF	:30	4	\$250.00 P-6	0.00 NM	4	\$1,000.00
Start Da Week: 10/15/1		Weekdays - TWFF	Spots/Week	Rate \$250.00	Rating 0.00						
E 21 KNXV 10/		M-F 4pm-430pm 4PM News	СМ	4pm-430pm	M	:30	1	\$250.00 P-6	0.00 NM	1	\$250.00
Start Da Week: 10/22/1		Weekdays M	Spots/Week	Rate \$250.00	Rating 0.00						
E 22 KNXV 10/		M-F 5pm-530pm M-F 5pm-530pm		5pm-530pm	- TWГF	:30	4	\$550.00 P-3	0.00 NM	4	\$2,200.00
Start Da Week: 10/15/1		Weekdays - TWFF	Spots/Week 4	Rate \$550.00	Rating 0.00						
E 23 KNXV 10/		M-F 5pm-530pm M-F 5pm-530pm		5pm-530pm	M	:30	1	\$550.00 P-3	0.00 NM	1	\$550.00
Start Da Week: 10/22/1		Weekdays M	Spots/Week	Rate \$550.00	Rating 0.00						
E 24 KNXV 10/		M-F 6pm-630pm M-F 6pm-630pm	СМ	6pm-630pm	- TWFF	:30	4	\$550.00 P-3	0.00 NM	3	\$1,650.00
Start Da Week: 10/15/1		Weekdays - TWFF	Spots/Week 4	Rate \$550.00	Rating 0.00						
Spot Ch Date	e Range <u>[</u>	Description M-F 6pm-630pm	Star	t/End Time -630pm	<u>v</u>	<u>Veekdays</u> TWThF		ngth Rate :30 <del>(\$550.00)</del>	Rtg Type 0.00 NM		
See MG	3 28.13,28.14,28		3]	-				,			
E 25 KNXV 10/	22/12 10/22/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M	:30	1	\$550.00 P-3	0.00 NM	3	\$1,050.00
Start Da Week: 10/22/1		Weekdays M	Spots/Week 1	Rate \$550.00	Rating 0.00						

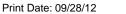






<u>Original Date / Revision</u> 09/27/12/ 09/28/12 <u>Order Sep</u> 00:20:00

										Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 25 KNXV	10/22/12	2 10/22/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	М	:30 1	\$550.00 P-3	0.00 NM	3	\$1,050.00
Start Week: 10/2	t Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$550.00	Rating 0.00					
3 KNXV			escription 1-F 6pm-630pm		t/End Time -630pm	<u>V</u>	<u>Veekdays</u> <u>Le</u> I	ength <u>Rate</u> :30 <del>(\$550.00)</del>	Rtg Type 0.00 NM		
[na d	due to pi		ige preempt rv 9/28 rime News	3] 8p-9	þ	N	1	:30 \$500.00	0.00 NM		
⊕ MG			rima Naura	9n 0	ın	1	1	.20	0 00 NM		
⊕ MG		2-10/22/12 P .25.3	rime News	8p-9	ıρ	IV	1	:30 \$500.00	0.00 NM		
6 KNXV	10/22/12	2-10/28/12 M	l-F 430-5am	430-	5am	N	/TWThF	:30 \$50.00	0.00 NM		
⊕ MG			Cu Enm Nous	CM	5pm-530pm	S	:30 1	\$200 00 D 6	0.00 NIM	1	¢200.00
EZ/ KINAV	10/21/1/	2 10/21/12	Su 5pm News SU 5pm-530pm N		opini-osopini	3	:30 1	\$200.00 P-6	0.00 NM	1	\$200.00
Start Week: 10/1	t Date 5/12	End Date 10/21/12	Weekdays S	Spots/Week 1	Rate \$200.00	Rating 0.00					
E 28 KNXV	10/16/12	2 10/19/12	M-F 630pm-7pm M-F 630pm-7pm	СМ	630pm-7pm	- TWГF	:30 4	\$500.00 P-6	0.00 NM	6	\$2,550.00
Start Week: 10/1	t Date 5/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	Rate \$500.00	Rating 0.00					
	Date Rai 10/15/12		escription 1-F 630pm-7pm		t/End Time om-7pm	_	<u>Veekdays</u> <u>Le</u> TWThF	ength Rate :30 <del>(\$500.00)</del>	Rtg Type 0.00 NM		
		13,28.14,28. rogram chan	.15 ige preempt rv 9/28	3]							
13 KNXV 1 ⊕ MG		2-10/16/12 P	rime News	8p-9	p	-	T	:30 \$500.00	0.00 NM		
_		1,24.10 2-10/16/12 P	rime News	8p-9	al	_	T	:30 \$500.00	0.00 NM		
⊕ MG					r			<b>,</b>			
15 KNXV 1 ⊕ MG		2-10/21/12 M 1,24.10	l-F 430-5am	430-	5am	N	/ГWГhF	:30 \$50.00	0.00 NM		
E 29 KNXV	10/22/12	2 10/22/12	M-F 630pm-7pm M-F 630pm-7pm	СМ	630pm-7pm	M	:30 1	\$500.00 P-6	0.00 NM	0	\$0.00
Start Week: 10/2	t Date 22/12	End Date 10/28/12	Weekdays M	Spots/Week	Rate \$500.00	Rating 0.00					
Spot Ch [	Date Ra	nge D	escription I-F 630pm-7pm		t/End Time om-7pm	<u>v</u>	<u>Veekdays    Le</u> 1	ength Rate :30 <del>(\$500.00)</del>	Rtg Type		
See	MG 25.	4,25.5,25.6	, ,		om-7 pm	10	1	.50 <del>(\$000.00)</del>	0.00 11111		
			ige preempt rv 9/28 Wednesday Prime		7pm-8pm	W	:30 1	\$5,000.00 P-2	0.00 NM	1	\$5,000.00
			Wednesday Prim	e A	· ·		.00	ψο,σσσ.σσ. Σ	0.00 14111	·	ψο,οσο.σσ
Week: 10/1	t Date 5/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$5,000.00	Rating 0.00					
E33 KNXV	10/19/1	2 10/19/12	Friday Prime A Friday Prime A	СМ	7pm-8pm	F	:30 1	\$1,000.00 P-6	0.00 NM	1	\$1,000.00
<u>Start</u> Week: 10/1	t Date 5/12	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week	Rate \$1,000.00	Rating 0.00					
E 34 KNXV			Friday Prime C Friday Prime C	СМ	9pm-10pm	F	:30 1	\$1,500.00 P-6	0.00 NM	1	\$1,500.00
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					







<u>Original Date / Revision</u> 09/27/12/ 09/28/12 <u>Order Sep</u> 00:20:00

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots Rate Pri	Rtg Type S	<u>Tota</u>	als Amount
E34 KNXV 10/19/12 10/19/1	•	9pm-10pm F	:30 1 \$1,500.00 P-6	0.00 NM	1	\$1,500.00
	Friday Prime C		Ψ.,σ.σ.σ.σ.σ.σ.σ.σ.σ.σ.σ.σ.σ.σ.σ.σ.σ.σ.σ			<b>4</b> 1,000100
Start Date End Date						
Week: 10/15/12 10/21/12 E 35 KNXV 10/20/12 10/20/1	- '	\$1,500.00 0.00 VariousS-	:30 1 \$1,500.00 P-6	0.00 NM	1	\$1,500.00
L 33 KNAV 10/20/12 10/20/1	NCAA Football Prime	various	.30 1 ψ1,300.001 -0	0.00 14141	'	ψ1,300.00
Start Date End Date						
Week: 10/15/12 10/21/12 E 36 KNXV 10/21/12 10/21/1		\$1,500.00 0.00 8pm-9pmS	:30 1 \$2,500.00 P-6	0.00 NM	1	\$2,500.00
E30 KINAV 10/21/12 10/21/1	Sunday Prime C CW	8pm-9pmS	.50 1 \$2,500.00 F-6	U.UU INIVI	'	\$2,500.00
Start Date End Date						
Week: 10/15/12 10/21/12		* /		2 22 1114		
E 37 KNXV 10/21/12 10/21/1	2 Sunday Prime D CM Sunday Prime D	9pm-10pm S	:30 1 \$2,500.00 P-6	0.00 NM	1	\$2,500.00
Start Date End Date	<u>Weekdays</u> <u>Spots/Week</u>	Rate Rating		]		
Week: 10/15/12 10/21/12		<del>+-,</del>				
E 38 KNXV 10/16/12 10/19/1	2 M-F 10-1035pm CM 10pm News	10pm-1035pm - TWTF	:30 4 \$850.00 P-3	0.00 NM	4	\$3,400.00
Start Date End Date	•	Rate Rating				
Week: 10/15/12 10/21/12						
E 39 KNXV 10/22/12 10/22/1	2 M-F 10-1035pm CM 10pm News	10pm-1035pm M	:30 1 \$850.00 P-3	0.00 NM	1	\$850.00
Start Date End Date	•	Rate Rating				
Week: 10/22/12 10/28/12		· . — —				
E 40 KNXV 10/16/12 10/19/1	2 Nightline CM Nightline	1035p-1102p / 113- TWTF	:30 4 \$450.00 P-3	0.00 NM	4	\$1,800.00
Start Date End Date Week: 10/15/12 10/21/12						
E 41 KNXV 10/22/12 10/22/1	•	1035p-1102p / 113M	:30 1 \$250.00 P-6	0.00 NM	1	\$250.00
	Nightline	тоогр ттоогр ттоого	, <del>, , , , , , , , , , , , , , , , , , </del>			<b>V</b>
Start Date End Date						
Week: 10/22/12 10/28/12 E 42 KNXV 10/20/12 10/20/1		\$250.00 0.00 10pm-1035pmS-	:30 1 \$450.00 P-3	0.00 NM	1	\$450.00
L 42 1(14)(V 10/20/12 10/20/1	10pm News	торит тооории	.30 1 ψ+30.001 3	0.00 14101	'	ψ+30.00
Start Date End Date						
Week: 10/15/12 10/21/12	S- 1	\$450.00 0.00	00 4 0050 00 00	0.00.104		<b>#050.00</b>
E 43 KNXV 10/21/12 10/21/1	2 SU 10-1035pm CM 10pm News	10pm-1035pmS	:30 1 \$850.00 P-3	0.00 NM	1	\$850.00
Start Date End Date	·	Rate Rating				
Week: 10/15/12 10/21/12		********				
E 44 KNXV 10/16/12 10/19/1	2 M-F 1206am-110am CM Katie - Repeat	1206am-106am - TWTF	:30 1 \$50.00 P-3	0.00 NM	1	\$50.00
Start Date End Date		Rate Rating				
Week: 10/15/12 10/21/12	- TWTF 1					
E 46 KNXV 10/16/12 10/19/1	Jimmy Kimmel	1102p-1206a / 103- TWTF	:30 4 \$200.00 P-3	0.00 NM	4	\$800.00
Start Date End Date						
Week: 10/15/12 10/21/12 E 47 KNXV 10/22/12 10/22/1		\$200.00 0.00 1102p-1206a / 103M	:30 1 \$200.00 P-3	0.00 NM	1	\$200.00
L-1 MWAY 10/22/12 10/22/1	Jimmy Kimmel	1102p 1200a/ 100MF	.00 ι ψ200.00 F-3	O.OO INIVI	Ī	Ψ200.00
Start Date End Date	<u>Weekdays</u> <u>Spots/Week</u>	Rate Rating		1		



Contract / Revision 313120 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 09/27/12/ 09/28/12 <u>Order Sep</u> 00:20:00

Advertiser Carmona / Democrat / US S Product Carmona for Arizona Estimate # 1875

						Tota	ıls
Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 47 KNXV 10/22/12 10/22/12	Jimmy Kimmel Live CM Jimmy Kimmel	1102p-1206a / 103M	:30 1	\$200.00 P-3	0.00 NM	1	\$200.00
Start Date	Weekdays Spots/Week M 1	Rate Rating \$200.00 0.00					
E 48 KNXV 10/21/12 10/21/12	SU 1035pm-1105pm CM ABC15 Sports Sunday	1035pm-1105pmS	:30 1	\$100.00 P-6	0.00 NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 <u>End Date</u>	Weekdays Spots/Week	Rate         Rating           \$100.00         0.00					
N55 KNXV 10/20/12 10/20/12	Sa 4pm/5pm News CM	4-430p/5-530p S-	:30 1	\$200.00 P-6	0.00 NM	1	\$200.00
	Sa 4pm/5pm News						
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/15/12 10/21/12	S- 1	\$200.00 0.00					
N56 KNXV 10/17/12 10/17/12	Wednesday Prime C CM	9pm-10pm W	:30 1	\$2,000.00 P-6	0.00 NM	1	\$2,000.00
	Wednesday Prime C						
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/15/12 10/21/12	W 1	\$2,000.00 0.00					
N57 KNXV 10/18/12 10/18/12	Thursday Prime A CM	7pm-8pm T	:30 1	\$2,000.00 P-6	0.00 NM	1	\$2,000.00
	Thursday Prime A						
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/15/12 10/21/12	T 1	\$2,000.00 0.00					

Totals 95 \$44,675.00